

Workshop in Methods

Introduction to Questionnaire Design

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A well-designed and tested survey questionnaire is one of the most powerful tools that researchers in education, health, business and public policy, and the social sciences have to obtain accurate and reliable measurements of a wide range of attitudes, opinions, beliefs, and behaviors. In this workshop, I will review ten best practices in questionnaire design that may be used when creating web, mail, telephone and/or face-to-face data collection instruments.

Heather Terhune Marti is a Study Director at the IU Center for Survey Research. She has 20+ years of survey research experience and has directed 75+ research studies for the Center.

Friday, April 8, 2016, 2-4pm

Social Science Research Commons Grand Hall
Woodburn Hall 200